

Human Relations Commission

2020 Golden Rule Day Celebration – Community Event

Summary

To commemorate the city's 2017 proclamation that Scottsdale is a Golden Rule City, the Human Relations Commission will be hosting a fun, family free community event to include interactive dancing and performances by the Be Kind People Project, motivational speakers, jazz music, and interfaith blessing. The event will have a youth focus but will be relevant to everyone. Event will include food trucks and outreach/interactive booths. Messages will include the values of acting with kindness, empathy, respect, and civility towards a welcoming, diverse community for all.

BACKGROUND

In April 2017 Mayor “Jim” Lane proclaimed Scottsdale to be a Golden Rule City, a commitment to “*Do unto others as you would have them do unto you*”, as a guiding principle in every aspect of how the city conducts business and relates to its citizens. To commemorate the proclamation, the Human Relations Commission (HRC) hosted a *Golden Rule Breakfast*, in Civic Center Mall, in partnership with Interfaith Arizona. HRC Diversity Partners, City & State officials, City staff (including Fire & Police) and Scottsdale residents were invited to the free event. Over 200 people attended the *Golden Rule Breakfast*. In addition, a tree was planted in honor of the Golden Rule. In 2018 and 2019, the Mayor’s Office publicly recommitted to the Golden Rule. In 2018, the HRC launched the *Scottsdale For All* diversity & inclusion campaign that focuses on the fundamental Golden Rule qualities of kindness, respect, civility and empathy.

2020 PROGRAM

For 2020, the HRC plans to host an even larger Golden Rule event by expanding the outreach to the general public and focusing on youth. Youth are Scottsdale’s future and the fundamentals of the Golden Rule are increasingly more important in, what’s become, a polarized society.

CURRENT PROGRAM OVERVIEW

Date: Saturday, April 11, 2020

Time: 10am-2pm

Place: Scottsdale Civic Center Mall

Partners: Be Kind People Project, Interfaith Arizona and other HRC Diversity partners

Program: Free and open to the public

- I. Be Kind DJ’s & Emcees kick off music and fun at 10:00 a.m.
- II. Be Kind People Project KidsCrew Dance Performance/Flash mob – 11:00 a.m.
- III. Welcome by City Official (State?) – 12:00 p.m.
- IV. Interfaith Choir; Blowing of the Shafar – Interfaith group; Multi-cultural children & prayer.
- V. Keynote speaker – Ken Kwadike, Free Hugs Project (12:15 p.m.?)
- VI. The Doc Jones Band performance – (Motown, Jazz and R & B)1:00 p.m. to 2 p.m.

Educational booths (include an interactive activity) available from 10 a.m. to 2 p.m.

Food trucks (10 a.m. to 2 p.m. – TBD)

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Current Project Plan and Budget:

Activity	Responsible	Due date	Budget
Confirm Be Kind Dance Crew performance	Marcia Meyer, CEO Be Kind People Project	Meeting in Jan. 2020	\$5000 In-kind (BKPP funded)
City outreach table with shirts	Commissioners (TBD) – Confirm volunteers	Jan/Feb. 2020	\$1500 shirts (city sponsorship funded) \$500 for activity/supplies or giveaways (city sponsored)
AZ Interfaith Movement	Larry Fultz and Anne Taylor	Jan. 2020 (confirm # of people)	<i>*\$1000 In-kind (estimate)</i>
Confirm AZ Jazz Foundation trio	Sharon will finalize details via specialty contract and confirm other details with Doc Jones.	Complete contract in Jan. 2020	\$1000 (city sponsorship funded)
Confirmed Keynote speaker – <ul style="list-style-type: none"> Ken Kwadike, Free Hugs Project 	Sharon will finalize details via specialty contract and confirm other details for speaker. <ul style="list-style-type: none"> Assign Marty Day to reach out for lodging sponsorship (hotel) 	Jan/Feb. 2020	(City sponsorship funded) – Confirm fees with Ken.
Finalize promotions, including street banners, graphic designs for posters, social media and website. Recruit nonprofit organizations with similar themed missions and info to share.	Hannellie and Emily: <ul style="list-style-type: none"> Reach out to CDP/organizations for booth spaces Sharon submitted application for street banner Will start working on graphics 	Feb/March 2020 - 10 booth spaces and interactive fun.	<i>(TBD) – The city will request tents, tables and chairs for booth spaces from SCPA or the city's Parks and Rec.</i>
Reach out to Food Truck vendors and book them.	Sharon Cini will review city policies for Food trucks Hannellie/Emily: <ul style="list-style-type: none"> Send out an invite for suggested food trucks 	Feb. 2020 Confirm 3 trucks	<i>TBD (cost for food trucks and internal process)</i>
Plant a “Golden Rain” Tree at the new Civic Center Mall	Sharon Cini is working with Mike Snyder and Sunny Nakagawa in P & R to confirm spot and planting ceremony on April 11th	Jan/Feb. 2020	\$200 (City will pay for this) - TBD
			Estimated total: \$14,200